

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KPTV

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream

Call Sign KPTV	Channel Numbers		Community of License			
	Analog	12 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital	12.1 <input checked="" type="checkbox"/>	Portland	Oregon	Multnomah	97201
Licensee Oregon Television Corp.						
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA Portland, Oregon	World Wide Web Home Page Address www.kptv.com		
Facility ID Number 50633	Previous Call Sign (if applicable)		License Renewal Expiration Date (mm/dd/yy) February 1, 2007			

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

3

Total 5:00 a.m. to 1:00 a.m. CSTs

0

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

0

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

1

Total 6:00 p.m. to 11:35 p.m. CSTs

0

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

The FCC's DTV consumer education rules went into effect on March 31, 2008. Therefore, the numbers reported above reflect the PSAs and CSTs that KPTV(TV) broadcast on that date. Given that the rules were in effect for one day only, KPTV(TV) believes it fully complied with its obligations for the first quarter 2008. For information regarding PSAs broadcast prior to March 31, 2008, please see Section D.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

0

Comments (add additional sheets where necessary):

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day “Countdown to DTV” activities. Stations must execute a minimum of one “Countdown to DTV” on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day “Countdown to DTV” pieces did your station run?

0 *Graphic Displays*

0 *Animated Graphics*

0 *Graphic and Audio Displays*

0 *Longer Form Reminders*

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☐ Yes ☒ No

Comments (add additional sheets where necessary):

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

The following text appears on the KPTV.com website:

On Feb. 17, 2009, all full-power stations will stop broadcasting in analog and switch to 100 percent digital broadcasting.

Older television sets that do not have digital tuners, and that are not connected to cable, satellite or another pay TV service, will need a simple converter box in order to continue to receive free antenna television.

There are three ways to upgrade the sets in time:

- Purchase a new television set with a digital tuner.
- Purchase a converter box.
- Subscribe to a pay television service like cable or satellite.

The government is providing coupons to be used toward the purchase of converter boxes.

For more information on the digital television transition, and to apply for a TV converter box coupon, click [here](#).

Our viewers e-mail and call regarding reception problems, waivers and HDTV. Take a moment to check the list below of Frequently Asked Questions to see if your question or problem has already been answered.

KPTV Digital Television Fast Facts:

Network -- FOX

Call letters -- KPTV-DT

Channel -- digital channel 12.1

Frequency -- Digital pilot @ 566.31 MHz

Location -- Sylvan Ridge tower farm area in the West Hills of Portland

Power -- 745,000 watts Effective Radiated Power (ERP)

Transmission format -- 720p 16:9 widescreen

Transmission bandwidth -- 19.39 Mb/s in accordance with standards lay out by the Advanced Television Standards Committee (ATSC)

Transmission type -- Trellis Coded 8-VSB wideband digital

Began transmitting digitally -- Summer 2000

Began transmitting HDTV -- October 2004
Analog station first air date -- 1952

KPTV Reception FAQ

A list of frequently asked questions regarding DTV, HDTV and other general issues:

OK, I've heard about it and everyone's talking about it, but just what is HDTV anyway?

High Definition Television is a digital transmission format that is defined as any picture of greater than 700 lines. When we speak of formats like 720p and 1080i, the number represents the number of lines that make up the picture. If you think about a computer monitor or a digital photograph, the number of lines stated for HDTV (1080, 720, etc.) is similar to the height of a digital photo. If you take a digital photo that's 640x480 the second number is the picture's height --in this case 480 pixels, or lines. A 1080 line HDTV picture has a similar resolution to a 1080x1920 digital photo. Interestingly, the aspect ratio (ratio of picture width to height) has no bearing on whether a picture is considered HD. A 1080i 4:3 picture is considered high definition, just as a 1080i 16:9 image is.

Is FOX 12 broadcasting in HD?

Yes! FOX 12 began transmitting HDTV on October 15, 2004. The HD signal replaced the standard definition (SD) digital signals that we had been transmitting from summer 2000 to fall 2004. Fox 12 digital can be found on your Digital Television or Digital Tuner on channel 12.1.

What format is FOX 12 broadcasting in on its digital channel?

FOX 12 matches the Fox network's high definition format, broadcasting in 720p 16:9 widescreen 24 hours a day, seven days a week. When we aren't in network High Definition programming, our local programming is unconverted to the 720p from standard definition with very high quality upconverters.

How can I tell what programming is available in High Definition?

All of FOX 12's programming, 24 hours a day, seven days a week is being transmitted in High Definition on channel 12.1. For network programming, Fox usually puts a short promotional message at the start of most of its High Definition shows. Depending on the show's producer, the message will usually be a short text message in the first few seconds of the program that says "Broadcast in High Definition where available" or something similar. Incidentally, this message simply indicates that the show was produced in High Definition and that if a local station is capable of broadcasting it in HD, it will be in HD. This message doesn't actually mean that the station you're currently watching is necessarily transmitting in HD right now, only that the show is available in some areas. FOX 12, however, carries all FOX network High Definition programs in native HD.

What is PSIP?

PSIP stands for Program Stream Information Protocol. It comprises a large amount of data that your Digital TV receivers use to tune and properly format the pictures and sound we transmit digitally. Among the information that is transmitted within the PSIP data is channel number, call letters and program guide information for the next 13 days.

What's the difference between DTV and HDTV?

DTV simply stands for Digital Television. It's the overall blanket

term we use for everything that's being transmitted from our digital stations. HDTV stands for High Definition Television and is also known simply as HD. All HDTV is DTV, but not all DTV is HDTV, since it's possible to transmit standard definition programs and other kinds of data within the DTV data stream.

I'm trying to point my antenna to pick up your digital broadcasts. Where is the tower located?

FOX 12's digital and analog signals come from the same place. It's our broadcast Super Tower located in the west hills of Portland -- up on the Sylvan Ridge. Ours is one of a number of broadcast towers in that area, all of which carry various Portland TV and radio stations.

Can I get Fox 12's HDTV signal on the coast or in LaGrande?

At this time, FOX 12, like most other Portland stations, has a license to transmit Digital Television only from the main station transmitter location in Portland. The Federal Communications Commission is currently working on rules and procedures to allow Digital Television broadcasting to be brought to rural areas via supplementary transmitters. Also, many cable television operators outside the Portland metro area are working on plans to bring the HDTV signal to their distant systems.

I live in a town far outside the city and cannot get FOX12 on channel 12. I know that there is another channel available in my area, but I cannot get it, can you help?

Much of the time, we can. FOX 12's supplementary transmitter network stretches from Oregon coast to the border of Idaho across the entire northern half of the state and into southern Washington. If you live near one of our supplementary transmitters, or your local cable company picks us up on one of them, then you should be able to get a clear picture. Bear in mind, however, that not everyone lives in an area that one of our transmitters reaches. Most of our transmitters are co-located with other ones that rebroadcast the other Portland television stations, and if you can receive them, you should be able to get us. If there is no transmitter in your area or if there is one and you are still having problems, please feel free to contact our engineering department. Usually, we can assist you with instructions, the specific locations of our transmitters, etc.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☐ Speaking Engagements

Comments (add additional sheets where necessary):

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)

Comments (add additional sheets where necessary):

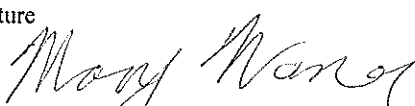
During the quarter 1/1-3/31/08 KPTVran the equivalent of 100 :30 PSA Announcements. Of these 2 aired between 6-9am and 25 aired between 6pm-1135pm.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing Mary Warner	Typed or Printed Title of Person Signing
Signature <input checked="" type="checkbox"/> 	Date 4/9/2008

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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